

TACTICAL MARKET INTELLIGENCE - Session 202

(Source Commodities, Identify Opportunities, & Sell Finished Goods to Your Best Advantage)

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Summary

Tactical Market Intelligence is a process that participants in the flash memory food chain can utilize to better manage certain aspects of their business. Specifically, the areas of commodity sourcing, opportunity identification and selling can be managed through consistent data collection, statistical analysis, and historical comparison with the goal of improving a company's competitive position and financial results.

Bio

Bob Witkow is President of Westwood Marketing, LLC, a leading provider of tactical market intelligence, business development, and expert services to the flash memory industry. Prior to establishing Westwood Marketing in 2003, Bob held sales and marketing management positions at SMART Modular Technologies, Lexar Media, and M-Systems.

Copies of the presentation are available at www.WestwoodMarketing.Biz/FMS2010 or by e-mailing Bob@WestwoodMarketing.Biz